

Message Text

UNCLASSIFIED

PAGE 01 PARIS 30588 01 OF 02 151918Z

63

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
----- 079077

R 151908Z OCT 76
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 6171
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 30588

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: FY-76 CCP: FIFTH QUARTER PROGRESS REPORT

REF: (A) PARIS 21481, (B) USDOC 16915

1. COUNTRY COMMERCIAL ACTION GROUP'S (CCAG) REVIEW OF FY-76 CCP FIFTH QUARTER PROGRESS REPORT FOLLOWS. (COMMENTS ARE LIMITED TO SIGNIFICANT VARIATIONS FROM TARGETED REQUIREMENTS.) DURING QUARTER, PERSONNEL CHANGES (CAROLEE HEILEMAN ARRIVED AND DICK DEVINE DEPARTED), ABSENCE OF OFFICERS (JANET JOHNSTON'S CONTINUED LWOP - HOWEVER, WE HAVE ORGANIZED AROUND HER - AND JOHN MAIERS' TEMPORARY ASSIGNMENT TO OTHER E/C FUNCTIONS WHICH ENDED BEGINNING OF AUGUST), RESIGNATION OF A COMMERCIAL ANALYST (JEAN-CLAUDE FAUROUX PREFERRED LYON TO PARIS, AND EMBASSY IS CURRENTLY SEARCHING FOR QUALIFIED REPLACEMENT), AND SUMMER VACATIONS REDUCED COMAFF RESOURCES AVAILABLE TO PURSUE CCP FY-76 FIFTH QUARTER OBJECTIVES. IN ADDITION, PRACTICALLY ENTIRE QUARTER ENCOMPASSES TRADITIONAL SUMMER VACATION SEASON DURING WHICH BUSINESS ACTIVITY IN FRANCE SLOWS DOWN CONSIDERABLY. RESULT IS SOME SHORT FALL IN MEETING FIFTH QUARTER OBJECTIVES, PARTICULARLY REGARDING TO'S AND BSP'S.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 30588 01 OF 02 151918Z

2. CAMPAIGN ACTIVITIES.

A. CAMPAIGN 1 (PRINTING AND GRAPHIC ARTS EQUIPMENT). ITEMS 1 AND 2. LIST OF TRADE JOURNALS, ETC. AND REPORT ON MARKETING METHODS, ETC. WILL BE SUBMITTED DURING SECOND QUARTER OF FY-77 WHEN MARKET RESEARCH STUDY ON PRINTING AND GRAPHIC ARTS EQUIPMENT, WHICH NOW IN PREPARATION, HAS BEEN COMPLETED. ITEM 3. ONE PTO SUBMITTED VS. 10 TARGETED. ITEM 4. ONE BSP RECRUITED VS. 3 TARGETED. ADDITIONAL ITEM. EMBASSY SENT 158 LETTERS TO FRENCH FIRMS AND TRADE ASSOCIATIONS TO PROMOTE FBG TO GRAPH EXPO 1976 TO BE HELD IN NEW YORK OCTOBER 25-28, 1976; 60 PERSONS ARE PLANNING TO ATTEND.

B. CAMPAIGN 2 (WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT AND INSTRUMENTS). ITEM 2. ONE PTO VS. 10 TARGETED. ITEM 4. SINCE USDOC DISCOURAGES MOUNTING OF CATALOG SHOWS BECAUSE OF POSSIBLE CONFLICT WITH SOME COMMERCE EVENT, EMBASSY BELIEVED IT INAPPROPRIATE TO HOLD SUCH SHOW AT CONSULATE. ADDITIONAL ITEM. SEE PARA 3B BELOW. ITEM 6. WE REQUEST POSTPONEMENT OF SUBMISSION OF PTR IN ENVIRONMENTAL FIELD UNTIL AFTER DECEMBER 7-11, 1976 INTERNATIONAL ENVIRONMENT AND POLLUTION EXPOSITION IN PARIS.

C. CAMPAIGN 3 (ENERGY SYSTEMS). ITEM 4. NO ARTICLES FOR WHICH WE CAN CLAIM CREDIT WERE PUBLISHED IN MEDIA. ADDITIONAL ITEM. EMBASSY LAUNCHED RUSH PROMOTIONAL DRIVE FOR ENERGY SAVE 1976 EXPOSITION SCHEDULED FOR OCTOBER 27-31 IN DENVER. THIS ENTAILED MASS MAILING TO KEY GOF OFFICIALS AND BUSINESSMEN, OBTAINING OF GOF OFFICIAL TO ADDRESS CONFERENCE, AND ATTEMPTING, WITH ASSISTANCE OF USTS, TO ORGANIZE INCENTIVE TRAVEL PROGRAM. ALL PLANS WERE CANCELLED SINCE SHOW WAS POSTPONED.

D. CAMPAIGN 4 (FOOD PROCESSING AND PACKAGING EQUIPMENT). ITEM 1. NO A/D PTO'S SUBMITTED. ITEM 2. ONE END-USER PTO WAS SUBMITTED VS. 9 TARGETED.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 PARIS 30588 01 OF 02 151918Z

E. CAMPAIGN 5 (CONSUMER GOODS). ITEM 1. THREE BSP'S WERE ORGANIZED AT TC. ITEM 2. TWENTY PTO'S (TELEGRAMS) WERE SUBMITTED VS. 90 (SIC NUMBERS) TARGETED. ITEM 4. WE REQUEST THAT UPDATE OF MARKET POTENTIAL SURVEY FOR AMERICAN CONSUMER GOODS EXPORTS TO FRANCE BE POSTPONED UNTIL SECOND QUARTER FY-77 AT WHICH TIME NEWLY-HIRED COMMERCIAL ASSISTANT WILL BE IN A POSITION TO CONTRIBUTE SUBSTANTIALLY TO PREPARATION OF SURVEY.

ITEM 5. COMMERCE DID NOT SUBMIT ANY PTR FOR EMBASSY
EVALUATION.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 PARIS 30588 02 OF 02 151916Z

63

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 079116

R 151908Z OCT 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6172

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS SECTION 02 OF 02 PARIS 30588

F. CAMPAIGN 6 (COMPUTER AND EDP EQUIPMENT). ITEM 2.
ANALYSIS OF EDP EQUIPMENT SALES TRENDS WILL BE INCLUDED
IN CERP REPORT NOW ALMOST COMPLETE. ADDITIONAL ITEM.
PROMOTION OF FBG TO 1977 NATIONAL COMPUTER CONFERENCE
IN DALLAS IS UNDERWAY.

3. NON-CAMPAIGN INITIATIVE ACTIVITIES.

A. INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT. TC
SHOW ON THIS THEME WAS HELD JUNE 8-11. SEE PARIS
A-293 OF JUNE 29, 1976 FOR FINAL SHOW REPORT, WHEREIN
EXHIBITION WAS CHARACTERIZED AS A SUBSTANTIAL SUCCESS.

B. NEW ITEM. PURSUANT TO REFTEL B, INTERIM REPORT ON
VSMF USE FOLLOWS. OPERATION DID NOT BEGIN UNTIL LATE
SEPTEMBER WHEN ALL COMMERCIAL OFFICERS AND ASSISTANTS
AVAILABLE FOR JOINT BRIEFING/TRAINING BY IHS REP AND
INITIAL TECHNICAL PROBLEMS WERE OVERCOME. VSMF AVAILA-

BILITY AND OPERATION WAS ANNOUNCED IN SEPTEMBER'S
COMMERCIAL NEWSLETTER AND SAME ANNOUNCEMENT WILL APPEAR
IN ALL SUBSEQUENT ISSUES. ALSO, REVISED LEAFLET
DESCRIBING COMAFF SERVICES INCLUDES REFERENCE TO VSMF
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 30588 02 OF 02 151916Z

FACILITY. REGARDING FUTURE, WE PLAN TO USE VSMF AT
USTC DURING TELECOMMUNICATIONS SHOW NOVEMBER 29 TO
DECEMBER 2, AT EMBASSY BIO LOCATED AT 1976 INTERNATIONAL
ENVIRONMENT AND POLLUTION EXPOSITION DECEMBER 7-11, AT
COMAFF BOOTH DURING PARIS AIR SHOW (IHS WILL ALSO HAVE
VSMF EQUIPMENT AT ITS OWN BOOTH IN U.S. PAVILION.)

4. EMBASSY REVIEW OF FY-76 CAMPAIGN ACTIONS AND
EVALUATION OF RESULTS ON ANNUAL BASIS IS UNDERWAY AND
REPORT WILL BE SUBMITTED WEEK OF OCTOBER 18.
RUSH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 OCT 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976PARIS30588
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760388-0459
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761047/aaaabosn.tel
Line Count: 190
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 PARIS 21481
Review Action: RELEASED, APPROVED
Review Authority: ullricre
Review Comment: n/a
Review Content Flags:
Review Date: 09 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 AUG 2004 by schaeafaj>; APPROVED <10 DEC 2004 by ullricre>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY-76 CCP: FIFTH QUARTER PROGRESS REPORT
TAGS: BEXP, FR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006